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January 28, 1987

Ms. Karen Eisen
Phillip Morris U.S.A.
120 Park Avenue
New York, New York 10017

Dear Karen:

I am enclosing five copies of the discussion guide. I believe that it incorporates all of the issues discussed during the meeting on Tuesday, January 27th. I've made only one change. I feel that it would be prudent to have participants rank the twelve current brands prior to introduction of any of the new product options. Ranking in advance will provide insights into how participants view the current marketplace, unencumbered with new product information. Once the new product is discussed, then its impact on the marketplace can be more appropriately gauged. Please review the guide, and this alteration with all involved parties. You will be able to reach me on Thursday morning before 11am, or Friday after 4pm, to discuss any changes/modifications.

I'm planning on arriving at the facility one hour in advance of the first session on Monday. Any last minute adjustments can be discussed, at that time.

Cordially,

Annette Bamundo

Enc. ANNETTE BAMUNDO

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Source: https://www.industrydocuments.ucsf.edu/docs/zqjj0004